

6 of 1

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

$$SC = \pi$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS	:30	\$700.00	10/17-10/19	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	2	M-TU	6A-7A	NEWS	:30	\$700.00	10/22-10/23	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	3	M-TU	7A-9A	NEWS	:30	\$900.00	10/22-10/23	4	1	4	\$3,600.00	
		Buyline Comment: TODAY										
	4	W-F	7A-9A	NEWS	:30	\$900.00	10/17-10/19	6	1	6	\$5,400.00	
		Buyline Comment: TODAY										
	5	W-F	9A-10A	NEWS	:30	\$425.00	10/17-10/19	3	1	3	\$1,275.00	
		Buyline Comment: TODAY										
	6	M-TU	9A-10A	NEWS	:30	\$425.00	10/22-10/23	2	1	2	\$850.00	
		Buyline Comment: TODAY										
	7	M-TU	10A-11A	NEWS	:30	\$325.00	10/22-10/23	2	1	2	\$650.00	
		Buyline Comment: TODAY										
	8	W-F	10A-11A	NEWS	:30	\$325.00	10/17-10/19	3	1	3	\$975.00	
		Buyline Comment: TODAY										
	9	W-F	11A-12P	NEWS	:30	\$325.00	10/17-10/19	6	1	6	\$1,950.00	
		Buyline Comment: RR										
	10	M-TU	11A-12P	NEWS	:30	\$325.00	10/22-10/23	4	1	4	\$1,300.00	
		Buyline Comment: RR										

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) NRSC  
 Product NRSC 2012  
 Estimate# JESSICA MURRAY  
 Buyer Phone#  
 Fax#  
 Agency ( ) STRATEGIC MEDIA SVCS  
 3299 K STREET NW SUITE #200  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E  
 Flight Dates 10/17/2012 - 10/23/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	12P-1230P	NEWS	:30	\$425.00	10/22-10/23	2	1	2	\$850.00	
				Buyline Comment: NEWS								
	12	W-F	12P-1230P	NEWS	:30	\$425.00	10/17-10/19	3	1	3	\$1,275.00	
				Buyline Comment: NEWS								
	13	W-F	1230P-1P	AGENDA	:30	\$325.00	10/17-10/19	3	1	3	\$975.00	
				Buyline Comment: AGENDA								
	14	M-TU	1230P-1P	AGENDA	:30	\$325.00	10/22-10/23	2	1	2	\$650.00	
				Buyline Comment: AGENDA								
	15	M-TU	2P-3P	DRS	:30	\$325.00	10/22-10/23	2	1	2	\$650.00	
				Buyline Comment: DRS								
	16	W-F	2P-3P	DRS	:30	\$325.00	10/17-10/19	3	1	3	\$975.00	
				Buyline Comment: DRS								
	17	W-F	3P-4P	PHIL	:30	\$450.00	10/17-10/19	6	1	6	\$2,700.00	
				Buyline Comment: PHIL								
	18	M-TU	3P-4P	PHIL	:30	\$450.00	10/22-10/23	4	1	4	\$1,800.00	
				Buyline Comment: PHIL								
	19	M-TU	4P-430P	NEWS	:30	\$700.00	10/22-10/23	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	20	W-F	4P-430P	NEWS	:30	\$700.00	10/17-10/19	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								
	21	W-F	430P-5P	NEWS	:30	\$700.00	10/17-10/19	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								

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Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	M-TU	430P-5P	NEWS	:30	\$700.00	10/22-10/23	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	23	M-TU	5P-630P	NEWS	:30	\$1,100.00	10/22-10/23	2	1	2	\$2,200.00	
		Buyline Comment: NEWS										
	24	W-F	5P-630P	NEWS	:30	\$1,100.00	10/17-10/19	3	1	3	\$3,300.00	
		Buyline Comment: NEWS										
	25	W-F	7P-730P	NEWS	:30	\$1,200.00	10/17-10/19	3	1	3	\$3,600.00	
		Buyline Comment: JEP										
	26	M-TU	7P-730P	NEWS	:30	\$1,200.00	10/22-10/23	2	1	2	\$2,400.00	
		Buyline Comment: JEP										
	27	M-TU	730P-8P	WHEEL	:30	\$1,200.00	10/22-10/23	2	1	2	\$2,400.00	
		Buyline Comment: WHEEL										
	28	W-F	730P-8P	WHEEL	:30	\$1,200.00	10/17-10/19	3	1	3	\$3,600.00	
		Buyline Comment: WHEEL										
	29	W-F	11P-1135P	NEWS	:30	\$1,100.00	10/17-10/19	3	1	3	\$3,300.00	
		Buyline Comment: NEWS										
	30	M-TU	11P-1135P	NEWS	:30	\$1,100.00	10/22-10/23	2	1	2	\$2,200.00	
		Buyline Comment: NEWS										
	31	M-TU	1135P-1235A	NEWS	:30	\$450.00	10/22-10/23	2	1	2	\$900.00	
		Buyline Comment: TON SHOW										
	32	W-F	1135P-1235A	NEWS	:30	\$450.00	10/17-10/19	3	1	3	\$1,350.00	
		Buyline Comment: TON SHOW										

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Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	TU	8P-10P	LOSER Buyline Comment: LOSER	:30	\$3,600.00	10/23-10/23	1	1	1	\$3,600.00	
	34	W	10P-11P	SVU Buyline Comment: SVU	:30	\$3,200.00	10/17-10/17	1	1	1	\$3,200.00	
	35	SA	6A-7A	NEWS Buyline Comment: NEWS	:30	\$350.00	10/20-10/20	1	1	1	\$350.00	
	36	SA	7A-9A	SAT TODAY Buyline Comment: SAT TODAY	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
	37	SA	9A-930A	NEWS Buyline Comment: NEWS	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	38	W-F	630P-7P	FACE Buyline Comment: FACE	:30	\$900.00	10/17-10/19	2	1	2	\$1,800.00	
	39	W-F	430A-459A	EARLY Buyline Comment: EARLY	:30	\$200.00	10/17-10/19	1	1	1	\$200.00	
	40	SA	7P-8P	WH/JEP Buyline Comment: WH/JEP	:30	\$325.00	10/20-10/20	1	1	1	\$325.00	
	41	SA	10P-11P	SVU Buyline Comment: SVU	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	
	42	SA	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	
	43	SA	1130P-1A	SNL Buyline Comment: SNL	:30	\$1,400.00	10/20-10/20	1	1	1	\$1,400.00	

Station KSNV-TV LAS VEGAS, NV. Agency ( ) STRATEGIC MEDIA SVCS Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) NRSC 3299 K STREET NW SUITE #200 Sales Office ( ) AMY MCCREARY  
 Product NRSC 2012 WASHINGTON, DC 20007 Salesperson ( )  
 Estimate# JESSICA MURRAY Agency C/P1/P2/E Flight Dates 10/17/2012 - 10/23/2012 Salesperson Phone# 215-568-6540  
 Buyer JESSICA MURRAY Hiatus Weeks Salesperson FAX# 215-568-1845  
 Phone#  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SU	6A-7A	NEWS	:30	\$350.00	10/21-10/21	1	1	1	\$350.00	
	Buyline Comment: NEWS											
	45	SU	7A-8A	SUN TODAY	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	Buyline Comment: SUN TODAY											
	46	SU	8A-9A	MTP	:30	\$1,300.00	10/21-10/21	1	1	1	\$1,300.00	
	Buyline Comment: MTP											
	47	SU	9A-930A	NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	Buyline Comment: NEWS											
	48	SU	930A-10A	CM	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	Buyline Comment: CM											
	49	SU	530P-830P	SNF	:30	\$6,500.00	10/21-10/21	1	1	1	\$6,500.00	
	Buyline Comment: SNF											
	50	SU	11P-1135P	NEWS	:30	\$1,000.00	10/21-10/21	1	1	1	\$1,000.00	
	Buyline Comment: NEWS											

---REPORT TOTALS---  
 Report Totals: 114 / \$86,250.00

---SALES MONTHLY TOTALS---

Oct 12: 114 / \$86,250.00  
 Sales Totals: 114 / \$86,250.00  
 Station Totals: 114 / \$86,250.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$278,226 CATV 0% KBLR 0% KINC 0% KLAS 31% KSNV 31%

Last Received: 04/13/2012 11:40 AM  
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) NRSC  
Product NRSC 2012  
Estimate#  
Buyer JESSICA MURRAY  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/17/2012 - 10/23/2012  
Hiatus Weeks  
KTNV 1.7% KTUD 1% KVCW 1% KVMY 2% KVVU 1.7%  
XXXX 0%

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

---COMPETITIVE COMMENTS---

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE